AMERICAN CANCER SOCIETY

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Source: https://www.industrydocuments.ucsf.edu/docs/hzhl0000

"Cancer News", published by the American Cancer Society
Spring-Summer Edition, 1970.

cancer's warning signals

C HANGE IN BOWEL OR BLADDER HABITS
A SORE THAT DOES NOT HEAL
U NUSUAL BLEEDING OR DISCHARGE
T HICKENING OR LUMP IN BREAST OR ELSEWHERE
I NDIGESTION OR DIFFICULTY IN SWALLOWING
O BVIOUS CHANGE IN WART OR MOLE
N AGGING COUGH OR HOARSENESS

If a signal lasts longer than two weeks, see your doctor.

If you MUST smoke cigarettes...

To help smokers choose a less hazardous cigarette, all brands listed in the latest FTC report (December, 1969) appear below but only in the size rated lowest in tar content (by milligrams per cigarette). All are king-size or longer, and filtered, unless otherwise noted: R-regular size; NF-non-filtered; M-menthol; HP-hard pack. Other packagings of the same brand are higher in tars; some much higher.

BRAND	TAR	NICOTINE	BRAND	TAR	NICOTINE	BRAND	TAR	NICOTINE
Alpine M	19	1.3	Herbert Tareyton NF	27	1.6	Philip Morris M	15	1.1
Belair M	18	1.5	Holiday	25	1.6	Picayune R-NF	20	1.6
Benson & Hedges	20	1.5	Home Run R-NF	19	1.5	Piedmont R-NF	24	1.4
Bull Durham	29	1.8	Kent	16	1.0	Players R-NF	31	2.1
Camel	21	1.4	King Sano	7	0.2	Raleigh	18	1.3
Carlton	5	0.4	Kool M	18	1.5	Salem M	20	1.4
Century	21	1.3	Lark	17	1.1	Sano R-NF	14	0.5
Chesterfield	21	1.4	Life	11	0.7	Silva Thins	16	0.9
Domino	21	1.0	L&M HP	18	1.1	Spring M	21	1.2
Doral M	14	1.0	Lucky Filters	21	1.4	Stratford	18	0.7
Duke of Durham	10	0.4	Mapleton	22	1.0	Tareyton	16	1.0
DuMaurier	18	1.4	Marlboro HP	19	1.3	Tempo	12	0.8
English Ovals NF	31	2.5	Marvels M	4	0.2	True M	12	0.7
Fatima NF	32	1.9	Montclair M	9	0.7	Tryon M	11	0.7
Frappe M	10	0.4	Newport M-HP	19	1.2	Viceroy	18	1.3
Galaxy	20	1.5	Oasis M	19	1.1	Virginia Slims	18	1.2
Gauloises Caporal R-NF	24	1.2	Old Gold	20	1.2	Vogue (colors)	13	0.5
Gauloises Disque Bleu R	21	1.2	Pall Mall M-HP	17	1.1	Winston	21	1.4
Half & Half	22	1.5	Parliament	16	1.1	Yukon M	20	0.9

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